

**THE STUDY OF THE TOURISM BROCHURE MADE BY THE  
CULTURE AND TOURISM DEPARTMENT OF SOUTH SUMATRA**



**FINAL REPORT**

**This report is written to fulfill the requirement of final report subject at State  
Polytechnic of Sriwijaya**

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**STATE POLYTECHNIC OF SRIWIJAYA**

**PALEMBANG**

**2015**

**APPROVAL SHEET**  
**THE STUDY OF THE TOURISM BROCHURE MADE BY THE CULTURE**  
**AND TOURISM DEPARTMENT OF SOUTH SUMATRA**



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**Approved by the examiners committee,**

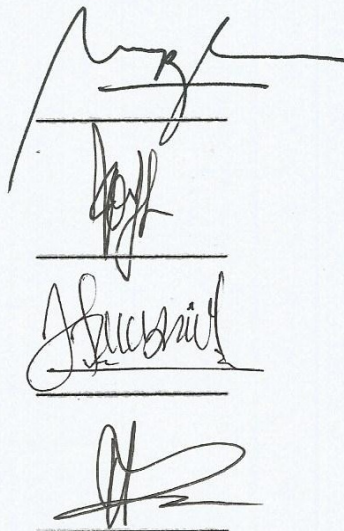
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**STATE POLYTECHNIC OF SRIWIJAYA**

**PALEMBANG**

**2015**

## ACKNOWLEDGEMENT

At last, the final report is completed. Therefore, the writer wants to thank you to my only god, ALLAH SWT who has give chance to live, work, and finish this report. To those people who had helped me to finish this final report, I would say thank for encourage, support, advice, partners for discussion and many others.

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- 2 Head of English Department, Dra. TiurSimanjuntak, M.Ed. M.
- 3 My advisors who had helped me a lot and patience to teach me, Dra.Evi Agustina Sari, M.Pd and Iskandar Rosyidin, S.Pd,M.Pd.
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- 6 My senior Brother ( Vega Paridian, Danu Riadi, IrhanRamadhanie, Randy Afriansyah, M. Chermunandar, Aditya Putra, LaniAndri )
- 7 Anyone who had performed any assistance in finishing this Final Report that cannot be mentioned one by one

The Writer believes this final report can give a great contribution in term of sustainability development of The Brochure of South Sumatra made by The Culture and Tourism Department of South Sumatera, and give the information about the brochure to the students of English Department of State Polytechnic of Sriwijaya

Palembang, June

2015

The Writer

## **PREFACE**

From all graces which have been descended, the writer would like to perform gratitude to ALLAH SWT for the live whose the writer possessed, outstanding mercy for mistakes, and blessing to the writer so that the writer was able to finish this Final Report on time. The writer also wants to express great gratitude to my beloved prophet, Rasulullah SAW, for any knowledge, warning, as a good example, and a great leader of religion. This report is written to fulfill the requirement of Final Report subject at State Polytechnic of Sriwijaya which title is “The Study of the Tourism Brochure Made Bythe Culture and Tourism Department of South Sumatra”.

The writer realizes that the proverb of “there is no perfect ivories” is true and this report is still far for being perfect because of limited resources, funds, time, references, and knowledge. Therefore, the writer would like to have any suggestions and comments to make this report better on the future by sending an email via Facebook or my email at [Fahdiyar@yahoo.com](mailto:Fahdiyar@yahoo.com) . The writer hopes this final report can be useful, broad our knowledge about tourism industry in Indonesia, give information and become the best generation of all time.

Palembang, 25 June

2015

The Writer

## ***MOTTO AND DEDICATION***

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### ***Motto:***

**DO THINGS WITH PASSION, BE BRAVE, TAKE RISKS AND LOVE  
YOUR EXPERIENCES**

**FAHDIYAR<sup>©</sup>**

### ***Dedicated to***

- 1. Allah Swt***
- 2. Nabi Muhammad Saw***
- 3. My Familiy***
- 4. My Friends***
- 5. My Lecturers***
- 6. My Classmates 6BA, BB, BC, BD***
- 7. Politeknik Negeri Sriwijaya***

## **ABSTRACT**

### **“The Study of the Tourism Brochure Made by the Culture and Tourism Department of South Sumatra”**

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**(Iwa Putra Fahdiyar, 2015, 25 Pages, 1 Chart)**

The title of this report is “The Study of The Tourism Brochure Made by The Culture and Tourism Department of South Sumatra” The problem of this study was how is the tourism brochure made by the culture and tourism department of South Sumatra?. The purpose of this study is to know how is the tourism brochure made by the culture and tourism department of South Sumatra Province. It was qualitative method. The data was collected by observation The Tourism Brochure Made by The Culture and Tourism Department of South Sumatra and interviews the staff about the brochure. The result of this study is the designer which is the promotion and marketing section failed to deliver the specific information and as the result the problems arise such as the selection of pictures, fonts, colors, incomplete maps and wrong supporting text. Those could be avoided if the designer had created the brochure carefully by doing the principles in designing tourism brochure and evaluating the brochures.

**Keywords :** Tourism Brochure, The Culture and Tourism Department of South Sumatra Province

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